ABSTRACT

Cazal is one product sold in Optical Depths of HBR Sikaping which was established in 2002. Product attributes are elements of product that are viewed by consumers and the important basis of decision making a purchase, because that's what product attributes into consideration for consumers who are attracted to a product and decided to buy these products and Word Of Mouth are rated to be one of the tools that has strength in influencing someone to decide on a purchase. So this research aims to know and explain how big the influence of product attributes and Word of Mouth against the decision of Purchase eye glasses brands in optics Cazal HBR Bottom Sikaping.

The variables used in this study i.e. product attributes (X 1), Word of Mouth (X 2). The dependent variable purchase decisions with dimensions that is, brand, supplier, quantity, time, method of payment.

The research method used is the quantitative methods of research used is partial and causal. Data analysis method used in this research is descriptive, methods of analysis and multiple linear regression analysis. Sampling done by the method of non-probability sampling with samples as many as 100 respondents.

Based on the results of the analysis of the independent variable (X) which consists of product attributes (X 1) and Word of Mouth (X 2), simultaneously or significant effect against the simultaneous purchase decisions Cazal. While the magnitude of the influence of the independent variable (X) which consists of product attributes (X 1) and Word of Mouth (X 2) towards the dependent variable (Y) Purchase Decision can be seen in the calculation of the coefficient of Determination (R2) of 0.762 or 76.2%. While the rest of 23.8% are influenced by other factors not examined in this study.

Keyword: product attributes, purchasing decisions, Word of Mouth.